

AMENDMENTS TO THE CLAIMS

Please amend claims 12, 15 and 98-117 as indicated among the following complete set of pending claims:

Claims 1-11. (Previously canceled).

Claim 12. (currently amended) A computer system for optimizing an advertising schedule for an advertisement message, the computer system comprising:

- a CPU;
- a memory coupled to the CPU;
- a database residing in the memory, the database containing a plurality of audience member data, the plurality of audience member data indicating exposure of each corresponding audience member to at least one of media and advertisements for the message;
- a database mining engine residing in the memory; and
- a user interface residing in the memory and being executed by the CPU, wherein the user interface provides a plurality of choices for improving and optimizing an advertising plan for the message within an advertising schedule for the message, which plan is characterized for presentation to a plurality of audience members according to a plurality of indices.

Claim 13. (Previously canceled).

Claim 14. (Previously amended) The computer system of claim 12 wherein the plurality of indices includes at least one of an exposure valuation index, an audience valuation index, an exposure recency index, a response index and a cost index.

Claim 15. (Currently amended) A program product comprising:

an advertising plan optimization mechanism for generating a plan for providing an advertisement message to a preselected group of potential message recipients,
the advertising plan optimization mechanism [iteratively] modifying an advertising plan for advertising the message to the preselected group within an advertising schedule and evaluating a resulting advertising plan to achieve one of an improved and an optimal advertising plan for the message; and
signal bearing media bearing the advertising optimization mechanism.

Claim 16. (Previously amended) The program product of claim 15 wherein the signal bearing media comprises transmission media.

Claim 17. (Previously amended) The program product of claim 15 wherein the signal bearing media comprises recordable media.

Claim 18. (Previously amended) The program product of claim 15 further comprising a plurality of indices which are utilized by the advertising plan optimization mechanism to iteratively modify the advertising plan.

Claim 19. (Previously amended) The program product of claim 18 wherein the plurality of indices comprises at least one of an exposure valuation index, an audience valuation index, an exposure recency index, a response index and a cost index.

Claim 20. (original) The program product of claim 15 further comprising a data conversion mechanism, the data conversion mechanism comprising a mechanism for converting data from a first data format to a second data format.

Claim 21. (Previously amended) The program product of claim 20 wherein the first data format is a plurality of media exposure records and the second data format is a plurality of variable length records which describe changes in media-related access data for a target audience.

Claim 22. (previously amended) The program product of claim 20 wherein the first data format is a plurality of media exposure records and the second data format is a binary representation of the plurality of media exposure records.

Claims 23-87. (Previously canceled).

Claim 88. (Previously added) The computer system of claim 12 further comprising a data conversion mechanism residing in the memory, the data conversion mechanism configured to convert data from a first data format to a second data format.

Claim 89. (Previously added) The computer system of claim 12 wherein the audience member data indicate exposure to advertisements on television.

Claim 90. (Previously added) The computer system of claim 12 wherein the audience member data indicate exposure to television programs.

Claim 91. (Previously added) The computer system of claim 12 wherein the audience member data indicate exposure to advertisements on at least one of radio, magazines, newspapers, world wide web, printed materials and electronic media.

Claim 92. (Previously added) The computer system of claim 12 wherein the audience member data indicate exposure to advertisements on at least two media types.

Claim 93 (Previously added) The computer system of claim 12 wherein the audience member data indicate exposure to advertisements by household.

Claim 94. (Previously added) The computer system of claim 12 wherein each audience member data indicates exposure to advertisements by at least one person.

Claim 95. (Previously added) The computer system of claim 12 wherein the audience member data indicate exposure to at least one of media and advertisements by a sampling of audience members.

Claim 96. (Previously added) The program product of claim 21 wherein the media exposure records comprise television viewing records.

Claim 97. (Previously added) The program product of claim 21 wherein the media exposure records comprise television viewing records produced by A.C. Nielsen.

Claim 98. (Currently amended) A [method of calculating the value of exposure of an audience member to an advertisement, the method comprising the steps of] program product for optimizing an advertising plan for presentation of an advertisement message to a preselected group of potential message recipients, the program product comprising:

an advertising plan optimization mechanism configured to:

[determining] determine an exposure value representing the exposure of the [audience member] group members to the [advertisement] message;

[determining] determine a characteristics value for the [audience member] group members representing at least one of demographic characteristics and lifestyle characteristics of the [audience member] group members; and

[combining] combine the exposure value with the characteristics value to produce a combined value of exposing the [audience member] group members to the [advertisement] message; and

signal bearing media bearing the advertising optimization mechanism.

Claim 99. (Currently amended) The [method] program product of claim 98 wherein the [step of determining] advertising plan optimization mechanism is configured to determine an exposure value [comprises] using a weighted effective frequency method to determine the exposure value.

Claim 100. (Currently amended) The [method] program product of claim 98 wherein the [step of determining] advertising plan optimization mechanism is configured to determine an exposure value [comprises] using a time weighted effective frequency method to determine the exposure value.

Claim 101. (Currently amended) A [method of] program product for calculating a score for an advertisement message to be provided to a preselected group of potential message recipients, the [method] program product comprising [the steps of]:
an advertising plan optimization mechanism configured to:

[determining] determine a separate exposure valuation for each of a plurality of [audience] group members to the [advertisement] message;

[determining] determine a separate audience valuation for each of the plurality of [audience] group members;

[combining] combine the exposure valuation with the audience valuation for each of the plurality of [audience] group members to produce an audience/exposure value for the [advertisement] message for each [audience] group member,

[combining] combine the audience/exposure values for each of the plurality of [audience] group members; and

[adjusting] adjust the combined audience/exposure values using one or more of a recency index, a response index, and a cost index to calculate the score for the [advertisement] message; and

signal bearing media bearing the advertising optimization mechanism.

Claim 102. (Currently amended) The [method] program product of claim 101 wherein the [step of determining] advertising plan optimization mechanism is configured to determine the separate exposure valuation [comprises] using forecasted exposure estimates to determine the exposure valuation for the audience member.

Claim 103. (Currently amended) The [method] program product of claim 101 wherein the [step of determining] advertising plan optimization mechanism is configured to determine the separate exposure valuation [comprises the step of] using historical exposure data to determine the exposure valuation for the audience member.

Claim 104. (Currently amended) The [method] program product of claim 101 wherein the [step of determining] advertising plan optimization mechanism is configured to determine the separate exposure valuation [comprises the step of] by:

assigning a separate characteristics value for at least one of a plurality of demographic characteristics for [the audience] each group member; and

combining the separate characteristics values to calculate the audience valuation for the [audience] group member.

Claim 105. (Currently amended) The [method] program product of claim 104 wherein the [step of combining] advertising plan optimization mechanism is configured to combine the separate characteristics values [comprises] by multiplying the values together.

Claim 106. (Currently amended) The [method] program product of claim 101 wherein the [step of determining] advertising plan optimization mechanism is configured to determine the separate exposure valuation [comprises] using a weighted effective frequency method to determine the exposure valuation.

Claim 107. (Currently amended) The [method] program product of claim 101 wherein the [step of determining] advertising plan optimization mechanism is configured to determine the separate exposure valuation [comprises] using a time weighted effective frequency method to determine the exposure valuation.

Claim 108 (Currently amended) The [method] program product of claim 101 wherein the [step of determining] advertising plan optimization mechanism is configured to determine the separate exposure valuation [comprises] using an average frequency method to determine the exposure valuation for each of the plurality of [audience] group members to the [advertisement] message.

Claim 109 (Currently amended) The [method] program product of claim 101 wherein the [step of determining] advertising plan optimization mechanism is configured to determine the separate exposure valuation [comprises] using an effective frequency method to determine the exposure valuation for each of a plurality of [audience] group members to the [advertisement] message.

Claim 110. (Currently amended) The [method] program product of claim 101 wherein the [step of adjusting] advertising plan optimization mechanism is configured to adjust the combined audience/exposure values [comprises] using at least one of a recency index, a response index, and a cost index to calculate the score.

Claim 111. (Currently amended) The [method] program product of claim 110 wherein the [step of adjusting] advertising plan optimization mechanism is configured to adjust the combined audience/exposure values [comprises] by multiplying the combined audience/exposure values by at least one of a recency index and a response index, and dividing by a cost index to calculate a score.

Claim 112. (Currently amended) The [method] program product of claim 101 wherein the [step of combining] advertising plan optimization mechanism is configured to combine the audience/exposure values [comprises] by summing the audience/exposure values for each of the plurality of [audience] group members for the [advertisement] message.

Claims 113. (Currently amended) The [method] program product of claim 101 wherein the [step of determining] advertising plan optimization mechanism is configured to determine the separate exposure valuation [comprises the step of] using predetermined formula to determine the separate exposure valuation of each of the plurality of [audience] group members to the [advertisement] message.

Claim 114. (Currently amended) A [method of] program product for modifying an advertising plan [to achieve an improved plan] for presentation of a plurality of advertisements within an advertising schedule to a preselected group of potential customers, the [method] program product comprising [the steps of]:
an advertising plan optimization mechanism configured to:

[determining] determine a separate score for each advertisement in [an] the advertising [plan] schedule using at least one of an exposure index, an audience valuation index, a recency index, a response index, and a cost index;

selecting at least one advertisement from the advertising [plan] schedule for removal from the [plan] schedule based upon the score; and

removing the selected at least one advertisement from the advertising [plan] schedule;
and

signal bearing media bearing the advertising optimization mechanism.

Claim 115. (Currently amended) The [method] program product of claim 114 wherein the [step of selecting] advertising plan optimization mechanism is configured to select at least one advertisement from the advertising [plan] schedule for removal [comprises] by a user interactively removing the at least one advertisement from the advertising [plan] schedule.

Claim 116. (Currently amended) The [method] program product of claim 114 wherein the [step of selecting] advertising plan optimization mechanism is configured to select at least one advertisement from the advertising plan for removal [comprises] by automatic removal of the advertisement based upon predetermined parameters.

Claim 117. (Currently amended) A [method of] program product for modifying an advertising plan [to achieve an improved plan] for presentation of a plurality of advertisements having a common message within an advertising schedule to a preselected group of potential message recipients, the [method] program product comprising [the steps of]:

an advertising plan optimization mechanism configured to:

determining a separate score for each advertisement in the advertising plan, using at least one of an exposure index, an audience valuation index, a recency index, a response index, and a cost index;

determining a separate score for each advertisement being considered for inclusion in the advertising plan;

selecting at least one advertisement from those being considered based upon the score; and

adding the at least one selected advertisement to the advertising plan; and
signal bearing media bearing the advertising optimization mechanism.

Claim 118. (Previously added) The program product of claim 15 wherein the advertising plan optimization mechanism is configured to iteratively modify the advertising plan using at least one of an exposure valuation index, an audience valuation index and an exposure recency index.